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S1	4390	JACKSONVILLE AND DELTA
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S9	92	RD (unique items)
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T S7/FULL/9

7/19/9 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou. (R)  
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02172296 Supplier Number: 55752546 (THIS IS THE FULLTEXT)  
**Delta Air Lines President and CEO Calls For Unified Effort to 'Restore Public Confidence'.**

PR Newswire, p6380

Sept 15, 1999

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TEXT:

Voluntary Customer Service Commitments Will Allow Airlines to 'Work From the

Inside Out to Restore Customer Confidence,' Leo F. Mullin Says  
NEW YORK, Sept. 15 /PRNewswire/ -- Leo F. Mullin, president and chief executive officer of Delta Air Lines (NYSE: DAL), today called for a unified effort among airlines to restore customer confidence in which all parties -- airlines, airports and governmental leaders -- work together to improve the quality and consistency of air service.

In a speech to the Wings Club, a New York City aviation forum, Mullin introduced Delta's voluntary customer commitment plan. Delta's plan, along with those of America's other leading airlines, was submitted today to the U.S. Department of Transportation and Congress as part of an industry-wide effort coordinated through the Air Transport Association to improve customer service.

"All parties -- airlines, airports and governmental leaders -- must find common ground and begin the serious work before us if we are to not only save this vital transportation link from a serious, damaging breakdown, but also make it possible for global air transportation to grow and flourish," Mullin said. "The first and most important point of common ground that all of us in the air transportation system share is this: We exist to provide air service to our customers -- and our customers have just about had it."

Mullin, who said that the "quality and consistency of service must improve," urged an "honest dialogue" with passengers. If passengers believe that the airlines "don't understand their frustration is real, then we won't get a second chance to self-regulate," he said.

Describing the air transportation system as at a critical juncture between breakdown and renewal, Mullin said that flying has changed from an "elite experience" to a mass-market travel mode since deregulation in 1978. "The bad news is that airline operations, airport facilities and the Air Traffic Control system were not ready for these crowds," he added.

As the first element of a program to find a solution, "The airlines must regain public confidence by following through on the customer service commitments we've introduced today," Mullin said. At the same time, the Federal Aviation Administration (FAA) "must restructure and renew the Air Traffic Control System to meet the needs of a growing air traffic system..." Congress must hold the FAA accountable for these changes, and it must support these changes with an adequate and consistent funding system, he said.

"Even with the full commitment of the airlines, we can't fix the whole problem alone, no matter how hard we try," Mullin said. "Airlines must be partners in these changes, in the same way that the government has been a partner in the development and the monitoring plan for the Airline Customer Service Commitments."

Mullin praised recent positive movements in Washington, including efforts by FAA Administrator Jane Garvey to transform the FAA into a more businesslike enterprise and House passage of legislation to remove budgetary shackles and allow for modernization and capacity growth.

Delta Customer Commitment Plan to Exceed  
ATA Objectives in Nine of 12 Areas

Mullin said that the voluntary 12-point industry plan going into effect on December 15 embraces "common sense guidelines that already are embedded in Delta's customer service program." He added, "These are certainly not new customer service concepts for Delta -- but what is new is that this is our chance to re-establish the covenant of trust that customers believe our industry broke," he said.

Delta's plan meets all 12 objectives and exceeds nine of them. Some examples of areas where Delta's plan exceeds the ATA commitment:

\* Offering the lowest fare and giving customers time to shop around. Delta telephone reservations representatives will identify money-saving alternatives if a customer's travel plans are flexible. This exceeds the objective adopted by ATA member airlines, which calls for an airline's telephone representatives to offer the lowest fare available for the customer's date, flight and class of service requested. In addition, to allow enough time to shop around for other fares, customers who make reservations with Delta will have until midnight the following day to buy their tickets. This goes beyond the 24-hour holding period stated in the industry plan.

\* Notifying customers by telephone of cancelled flights. Beginning next year, Delta will call customers to notify them of flight cancellations when the event is known at least two hours before departure, averting a frustrating trip to the airport. This exceeds the voluntary industry plan, which provides for each airline to notify customers at the airport or on board an affected airplane.

\* Delivering baggage on time. The ATA commitment calls for airlines to make every reasonable effort to return misplaced bags within 24 hours. Delta now returns approximately 85 percent of misplaced bags within 12 hours.

While Delta already has implemented many customer service improvements, the entire industry plan takes effect December 15. Delta's substantial investment in, and total commitment to, providing excellent customer service is reflected in ongoing programs such as new customer service initiatives in Atlanta and other cities served by Delta (see following information).

An overview brochure describing Delta's ATA plan, Delta Air Lines: Customer Commitment, is available on request, at airports and ticket offices and is posted on Delta's Web site ([www.delta-air.com](http://www.delta-air.com)). A technical version, filed with the U.S. Department of Transportation, also will be available on Delta's Web site.

For a full text of Mullin's speech and the complete text of Delta's Customer Commitment plan, go to Delta's Web site at [www.delta-air.com](http://www.delta-air.com).

#### DELTA AIR LINES

#### CUSTOMER COMMITMENT

Effective December 15, 1999

#### Before You Fly

\*1. Delta will offer on our telephone reservation system the lowest fare for which the customer is eligible for the date, flight and class of service requested.

\*2. Delta will give customers time to compare our fares with those of other airlines. We will hold reservations without payment until midnight one day after the reservation is made.

\*3. Delta will issue refunds for eligible tickets within seven business days for domestic credit card purchases and 20 business days for purchases made by cash or check.

\*4. Delta will inform customers upon their request if the flight on which they are ticketed is overbooked. We also will provide information at airports about our policies and procedures for handling situations when all ticketed customers cannot be accommodated on a flight.

\*5. Delta will provide customers timely and complete information about policies and procedures that affect their travel, including changing aircraft on a flight that has a single flight number, reservation cancellation for failing to fly each segment booked, frequent flyer details and aircraft configuration.

\*6. Delta will ensure that our domestic codeshare partners commit to providing comparable consumer plans and policies. Our partners are regional

airlines that connect small- and medium-sized markets with Delta's network.

At The Airport

\*7. Delta will provide customers with information about our policies and procedures for accommodating disabled and special needs customers, and unaccompanied minors.

\*8. Delta will provide full and timely information on the status of delayed and canceled flights.

\*9. Delta will provide full and timely information regarding the status of a flight if there is an extreme delay after customers have boarded or after the plane has landed, and we will provide for customers' essential needs while onboard.

After Landing

\*10. Delta will strive to return customers' misplaced baggage within 24 hours, and we will attempt to contact owners of unclaimed baggage when a name and address or telephone number is available.

\*11. Delta supports a proposal of the U.S. Department of Transportation to increase the per passenger domestic baggage liability limitation from \$1,250 to \$2,500.

\*12. Delta will respond to written customer complaints within 30 days.

\* Denotes the commitments where Delta exceeds the industry plan.

See [www.delta-air.com](http://www.delta-air.com) for full details regarding Delta's Customer Commitment.

**DELTA AIR LINES: MAKING SUBSTANTIAL**

**INVESTMENTS TO IMPROVE CUSTOMER SERVICE**

Delta Air Lines is putting in place a plan to meet expectations for air travel that is reliable, on-time and hassle-free -- and then to exceed these expectations through special initiatives and efforts that are distinctive to Delta.

Delta initiatives to improve customer service include:

"Skycap to Sky": A Faster Way Through the Airport. Delta's timesaving curbside check-in for e-ticketed passengers is available to approximately 98 percent of Delta domestic passengers. By checking their baggage at curbside and obtaining their boarding cards, passengers with e-tickets and confirmed seat assignments avoid lines in the terminal and go directly to their gates to board their flights. No other airline offers such an extensive network of one-stop curbside check-in service for e-ticketed customers. In surveys at six cities, "Skycap-to-Sky" service has cut passengers' check-in wait time in half.

Atlanta's Hartsfield International Airport: Testing Conveniences for Passengers at Our Largest Hub. Half of all Delta passengers travel through Hartsfield, the nation's busiest airport. With streamlined check-in systems, Delta is improving customer service by reducing lines, helping board planes faster, and providing more information to passengers. Delta is using its largest hub as a test and proving ground for large-scale application of these programs:

\* Gate and Boarding Technology: Speeding Boarding. The fundamental component of Delta's time-saving airport initiatives is a new passenger boarding computer system, which is a key part of Delta's plan to improve customer service. Delta's innovative system combines much more information on a computer screen -- from standby lists to the connecting flights of passengers. As a result, it streamlines the passenger boarding process, diminishes long lines, and provides agents with additional time to focus on customers. To date, no other airline has a state-of-the-art system that displays active passenger information like Delta's technology. The system now is located in Concourses T, A, B and D in Atlanta; it will be in 26 cities by year's end.

\* Kiosks. Kiosks will be to our passengers what ATMs are to bank customers -- a timesaving device. Self-service kiosks will enable customers to quickly check in and obtain boarding cards for their flights without standing in a line, at the ticket counter or at the gate. Kiosks are now available for ticket purchase on Shuttle operations (Boston, New York LaGuardia and Washington Reagan National) and our check-in kiosks will be available in Atlanta early next year.

\* Streamlined Security. In many airport locations, a single security

screening point can bog down in a logjam. When passengers with change in their pockets set off an alarm, for example, the whole line stops while they empty their pockets, step back and go through the same screening device a second time. In the two-stage streamlined process, those passengers who set off an alarm move through to a second screening device -- allowing other passengers to continue through the first security screener. This system, now available at Hartsfield, will be expanded in Atlanta and installed at other airports by the end of the year.

\* Gate Information Display System. These large high-resolution, flat screens will continuously update customers with information relevant to their flight departures and destinations. This reduces the need to stand in line to get answers to questions about flights. Gate agents will use the screens to expedite boarding, provide basic updates about a delayed flight, or even to show a short informative video. They will be tested in Atlanta this fall.

\* Wireless Baggage Technology. Sophisticated new communications technology will improve our ability to get baggage from the airplane to the baggage carousel as quickly as possible. With this new system, baggage tug operators will obtain current flight information, including gate changes and delays, so they can meet planes more quickly. It will be installed in Atlanta later this year.

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